

## ORDER



**Orders**  
**Order / Rev:** 51693  
**Alt Order #:** 9756039 /Brad  
**Product Desc:** PA AFL-CIO  
**Estimate:** 562  
**Flight Dates:** 08/27/12 - 09/05/12  
**Original Date / Rev:** 08/23/12 / 08/23/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Abar Hutton Media, LLC  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Ct  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** AFL CIO  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/05/12	21	\$5,300.00	\$4,505.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$5,300.00	\$4,505.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$5,300.00</b>	<b>\$4,505.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	8%	\$5,300.00
Market	100%	\$66,250.00

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	64%	\$42,400.00
WHTM	28%	\$18,550.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/27/12	09/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5a-6a	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--			1			\$100.00		0.00			
		Week: 09/03/12	09/09/12	MTW----			1			\$100.00		0.00			
N 2	WHP	08/27/12	08/31/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	MTWTF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--			2			\$150.00		0.00			
N 3	WHP	08/27/12	09/05/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--			1			\$100.00		0.00			

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Advertiser: AFL CIO  
Product Desc: PA AFL-CIO  
Estimate: 562

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	08/27/12	09/05/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	MTW----		1			\$100.00		0.00				
N 4	WHP	08/27/12	09/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MTWTF--		1			\$200.00		0.00				
	Week:	09/03/12	09/09/12	MTW----		1			\$200.00		0.00				
N 5	WHP	08/27/12	08/31/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MTWTF--		1			\$200.00		0.00				
N 6	WHP	08/27/12	08/31/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MTWTF--		3			\$250.00		0.00				
N 7	WHP	08/27/12	09/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	MTWTF--		1			\$300.00		0.00				
	Week:	09/03/12	09/09/12	MTW----		1			\$300.00		0.00				
N 8	WHP	08/27/12	09/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M-W-F--	:30	1	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M-W-F--		1			\$650.00		0.00				
	Week:	09/03/12	09/09/12	M-W----		2			\$650.00		0.00				
N 9	WHP	09/01/12	09/02/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----SS		2			\$150.00		0.00				
N 10	WHP	09/01/12	09/02/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----SS		1			\$175.00		0.00				
N 11	WHP	09/02/12	09/02/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	-----S		1			\$225.00		0.00				
Totals													21	\$5,300.00	